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## Facsimile Cover Sheet

To: Commissioner for Patents for Examiner Melanie A. Kemper Group Art Unit 3622	Facsimile No.: 703/872-9326
From: Carrie Parker Legal Assistant to Patrick C. R. Holmes	No. of Pages Including Cover Sheet: 12
Message:  Enclosed herewith: <ul style="list-style-type: none"><li>• Transmittal Document; and</li><li>• Response to Office Action.</li></ul>	
Re: Application No. 09/400,583 Attorney Docket No: CR9-99-049	
Date: Tuesday, June 03, 2003	
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BY FAXING A CONFIRMATION TO 972-367-2002.**

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Busche et al.

Serial No.: 09/400,583

Filed: September 22, 1999

For: Method and System for  
Integrating Spatial Analysis and Data  
Mining Analysis to Ascertain  
Favorable Positioning of Products in a  
Retail Environment



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PATENT TRADEMARK OFFICE

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Group Art Unit: 3622

Examiner: Kemper, Melanie A.

Attorney Docket No.: CR9-99-049

Certificate of Transmission Under 37 C.F.R. § 1.8(a)

I hereby certify this correspondence is being transmitted via  
facsimile to the Commissioner for Patents, P.O. Box 1450,  
Alexandria, VA 22313-1450, facsimile number (703) 872-9326  
on June 3, 2003.

By:

*Carrie Parker*  
Carrie Parker

TRANSMITTAL DOCUMENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

ENCLOSED HERewith:

- Response to Office Action.

No fees are believed to be required. If, however, any fees are required, I authorize the Commissioner to charge these fees which may be required to IBM Corporation Deposit Account No. 09-0461. No extension of time is believed to be necessary. If, however, an extension of time is required, the extension is requested, and I authorize the Commissioner to charge any fees for this extension to IBM Corporation Deposit Account No. 09-0461.

Respectfully submitted,

*Duko W. Yee*  
Duko W. Yee

Registration No. 34,285

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(972) 367-2001

ATTORNEY FOR APPLICANTS

P. 03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application: Busche et al.

**Serial No.: 09/400,583**

**Filed: September 22, 1999**

**For: Method and System for Integrating Spatial Analysis and Data Mining Analysis to Ascertain Favorable Positioning of Products in a Retail Environment**

www.pearsoned.com

Group Art Unit: 3622

Examiner: **Kemper, Melanic A.**

Attorney Docket No.: CR9-99-049

**Certificate of Transmission Under 37 C.F.R. § 1.8(a)**

I hereby certify this correspondence is being transmitted via facsimile to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, facsimile number (703) 872-9326, on June 3, 2003.

13y:

Cavir Parker

Carrie Parker

### RESPONSE TO OFFICE ACTION

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

No fees are believed to be required. If, however, any fees are required, I authorize the Commissioner to charge these fees which may be required to IBM Corporation Deposit Account No. 09-0461. No extension of time is believed to be necessary. If, however, an extension of time is required, the extension is requested, and I authorize the Commissioner to charge any fees for this extension to IBM Corporation Deposit Account No. 09-0461.

In response to the Office Action dated March 3, 2003, please amend the above-identified application as follows: